Cost and time saving tyre solutions for fleets
Let us take care of you!

As a fleet operator, one of your key challenges is maximising your fleet performance whilst minimising your costs. With Total Tyre Care, Bridgestone helps you to reduce your tyre-related costs by offering cost and time saving tyre management solutions and by maximising your tyres’ life.

Bridgestone’s Total Tyre Care offers 3 levels of customised tyre management and maintenance service packages. Each provides an effective solution for reducing the total cost of your operation.

Which programme works best for you?
Contact your Bridgestone representative for more information and advice.
TOTAL TYRE CARE
TOTAL TYRE LIFE
by Bridgestone
Reducing your tyre costs starts with getting the maximum out of each tyre’s total life. Total Tyre Life is geared around a robust casing built to deliver multiple lives, offering a long first life thanks to superior Bridgestone design features, and (multiple) retread lives with the company’s Bandag retread solution. With Total Tyre Life we help you to **reduce the tyre cost/km over their entire lifecycle.**

**Your benefits:**

**a reduced cost per kilometre**
Bridgestone’s Total Tyre Services includes everything you need to keep your trucks running at maximum efficiency: maintenance, monitoring and assistance services provided by the pan-European network of Bridgestone Partners, fleet tyre inspections, professional technical advice, casing management, and more. A professional tyre service, close to you, anywhere in Europe.

Increasing preventive maintenance will have a direct impact on the reduction of tyre-related costs. For example, carrying out pressure adjustments more frequently will have a direct impact in tyre cost reduction due to the longer tyre life, and breakdown costs reduction due to fewer tyre blowouts.

In an average EU on-road fleet, tyres represent about 50% of the total tyre related costs, whereas maintenance usually accounts for less than 10%.

With Total Tyre Services, your tyres are kept in top condition. Tyres running in top condition will:

- **Reduce your fuel consumption**
  A tyre inflated 20% below the recommended pressure results in an average increase of 5% in fuel consumption*

- **Save on raw material use**
  Optimum tyre pressure lets tyres run with less stress on the casing, leading to increased retreadability and longer tyre life. On average, a tyre inflated 20% below the recommended pressure only lasts for 75% of its normal life.*

How can Total Tyre Services help you lowering your ecological footprint?

If you have problems on the road, Service Europe, Bridgestone’s 24/7 pan-Europe-an multilingual tyre breakdown assistance service, will ensure your fleet’s downtime is reduced to the minimum: 81% of trucks are back on the road in less than 3 hours.

Your benefits:
reduced operational costs

* based on internal data
With Total Tyre Systems, we provide you with a clear idea of your tyre condition at all times via Bridgestone’s bespoke monitoring and tracking tools such as ToolBox and TPMS.

**ToolBox**

ToolBox is a bespoke, data driven application providing total solutions for our fleet customers. Tyre consumption monitoring, tracking of performance levels, comparative tyre trials, fuel optimisation practices, wear and damage reduction measures and much, much more.

A smart solution helping you to significantly boost your productivity and reduce total cost of ownership by providing measurable value and true insight into your real tyre performance and maintenance levels.

**Tyre Pressure Monitoring System (TPMS)**

A tyre with low pressure will consume more fuel and last for fewer kilometres before requiring replacement. It is also more sensitive to tyre failure, leading to a possible breakdown. Bridgestone’s patented Tyre Pressure Monitoring System (TPMS) helps fleet owners with automated tyre pressure monitoring and systematic corrective actions to ensure permanent ideal tyre pressure.

Since Bridgestone’s innovative Tyre Pressure Monitoring System was launched in May 2013, over 24,000 sensors have been installed on 36 fleets throughout Europe. As such, it is estimated that the system has already resulted in CO₂ savings of around 2,000 tonnes, equivalent to 21 fewer trucks on the roads for a full year. TPMS has also succeeded in extending the lifecycle of tyres fitted with the system, equivalent to an extra 210 million kilometres driven, 319 fewer breakdowns and 239 recycled/retreaded casings.

**How can Total Tyre Systems help you lowering your ecological footprint?**

- Lower CO₂ emissions
- More retreaded tyres
- More kilometres
- Fewer breakdowns

**Your benefits:** maximised vehicle uptime and increased safety
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2. Any data supplied in this publication is subject to possible revision following the date of publication. Due to the constant advance of tyre technology, the contents of this publication are subject to change without notice.